

The power of B2B Marketing media solutions

Case study: The Crocodile

How The Crocodile achieved a 100% increase in marketing ROI by partnering with B2B Marketing

The Crocodile is a multi-award winning B2B marketing agency, deeply immersed in challenging the way B2B brands engage with their customers.

The Crocodile's success as one of the UK's leading independent B2B agencies is built on delivering higher degrees of real-time context and personalisation, to forge stronger relationships between brands and customers.

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The marketing challenge

As a business seeking rapid growth with clients in key B2B verticals such as tech, professional services and finance, The Crocodile needed a step change in its approach.

The objective was to help the market gain a much clearer perspective on the agency's proposition and capabilities.

Jason Talbot, MD of The Crocodile, is unequivocal about the individuals the agency needs to reach:

“Our aim is to work with ambitious marketing professionals who want to demonstrate the positive, measurable impact marketing can have on the business.

“They're driven and brave enough to go through the steps necessary to make this happen.

“B2B Marketing’s sheer industry presence and broad choice of audience channels makes it the ideal choice of media partner for us”

Jason Talbot

“Arguably these tend to be more demanding and informed clients; marketers with clearer agendas of where they’re trying to get to, or the problems they need to solve,” observes Jason.

The media strategy – why B2B Marketing?

The Crocodile’s business development strategy required two core elements.

Firstly, sustained reach and engagement with well-informed B2B professionals; the types of individuals who make it their business to stay in touch with industry best practice.

Secondly, a media partner at the heart of the sector, able to provide a quality channel for the agency’s high value content – which made B2B Marketing the clear choice.

“For us, it’s about having a long-term strategic media partner we can work with to collectively build, and sustain distinctive conversations with our target markets,” says Jason, when explaining the mission behind the partnership.

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The tactics

The Crocodile team took an active approach to help identify bespoke, higher value content and format opportunities to help cut through a competitive market.

This included collaborating with B2B Marketing to pilot new initiatives such as creating and launching their first Facebook canvass, and running their live-streaming channel at Ignite 2017 in June, which drove huge levels of engagement.



Facebook marketing: Why it's all about entertainment

With two billion users worldwide, people use Facebook to be distracted and entertained.

To explore the difference entertainment can make, **The Crocodile** ran an A/B test on a Facebook campaign for Dell EMC.

The experiment tested static, on-brand images against a distinctly off-brand, animated gif of a dancing man.

The results of the test were eye-opening....

[Read The Croc's full article](#)



The Crocodile ran a live stream from B2B Marketing Ignite 2017



Live streaming at B2B Marketing Ignite 2017 generated over 6000 video views



The Crocodile has also sponsored many B2B Marketing events

Other initiatives over the course of the year to support multi-channel dialogue include:

- › Creating and promoting marketing best practice content.
- › Creating and hosting marketing best practice webinars.
- › Sponsoring the B2B Marketing Awards and specific award categories.
- › Entering the B2B Marketing Awards... and being shortlisted in four categories.
- › Sponsoring and presenting at Ignite 2017.

The results

The Crocodile team took a strategic decision to redirect telemarketing budget to their initiatives with B2B Marketing – a positive shift from outbound to inbound. Showing ROI on this redirection of investment was crucial.

“All in all, we’ve achieved a 100% increase in ROI through our initiatives with B2B Marketing,” says Jason.

“Our Ignite Facebook Live initiative with B2B Marketing alone generated over 6000 video views and put The Crocodile brand and ethos in front of over 27,500 Facebook users, through 10 separate live broadcasts.

“The results we’ve seen through working with B2B Marketing have been compelling and sustained.”

Find out more at thecroc.com

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